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[illegible]

EVENING STAR is offered to the pub-  
lic good faith and with confidence, as THE

UNITED STATES. In point of fact, it is truthfully said that it is without an

This is the case with any where in the world, advertisements are borne out by the figures below, which are compiled from the weekly statements printed in the paper each Monday in the year, and condensed the sworn tabular statements showing the large daily circulation of the paper during year 1899, published in THE STAR on the 1st of January, 1899.

It is further stated, the points upon which the claim is based are these: That—

**The Star has three times the circulation of any other paper in Washington.**

**The Star's circulation in Washington is double that of all the other daily papers published in the city added together!!**

**The Star has a larger and fuller circulation in the city where printed, reputation to readers and purchases**

population, than any other newspaper in the world !!!

The Star has the largest regular permanent home circulation of two-cent afternoon paper in the United States!!!!

In support of these claims and to show the constantly increasing circulation of the paper, an invitation is to the figures following:

DAILY CIRCULATION IN 1883-86-87-88-89

1883	1886	1887	1888	1889
20,181	21,358	25,170	26,396	27,841
22,029	24,121	26,209	27,161	29,060
25,549	27,294	29,008	27,490	34,766
22,572	24,737	25,375	27,166	28,532
22,474	24,359	25,742	26,742	28,616
21,933	23,925	25,116	27,453	30,178
21,406	23,184	24,720	26,363	28,650
21,445	24,364	24,595	29,251	30,505
21,033	23,202	24,005	25,324	28,478
21,197	24,731	24,507	25,916	30,308

22,049 23,651 25,097 28,814 31,053  
23,000 24,687 26,466 26,752 31,653

22,123 23,682 25,484 27,082 30,090  
1,559 1,803 1,598 3,008

this remarkable average aggregate of  
copies circulated daily, no more than  
copies are sent out of the city by mail,  
106 go to suburban places, by express,  
y trains, etc., leaving as a net circulation  
city proper the PHENOMENAL PRO-  
OF 92% PER CENT, OR AN AGGRE-  
OF 27,882 copies! OF this number,  
42 were delivered daily by regular  
ers at the homes of negroes, and

ers.

the office counter, at the news stands, and in the subway. But of this latter number a very small proportion is supplied regularly to people who are not residents of the city living in lodgings, in tenement houses, or in the homes of their relatives (householders), so that its whole circulation may be literally said to be in the family circle. While its aggregate circulation therefore is large, it is a *distinctive and essential feature of modern journalism, the fullness of its circulation, the extent to which it is read, and particularly by the purchasing portion of the community, are the marked characteristics of the paper, and which no other daily journal now*

is no idle boast on the part of the paper.

well established fact, demonstrated to the satisfaction of the sagacious and enterprising business men of Washington, who seek now where to find THE LARGEST PROFITS FROM THE MONEY PAID OUT IN ADVERTISING. This is proven by the growth of THE STAR's advertising patronage. The following can more surely illustrate the fact than any article is held by the advertiser, in which a constantly increasing demand is shown—day by day, week by week, month by month, and year by year,—in the face of all declaims and pretentious competition. The following tell the story on this point:

1885. 1886. 1887. 1888. 1889.

2.753	3.200	3.615	3.976	4.358
2.824	3.264	3.683	3.994	4.389
3.108	3.618	4.060	4.486	4.949
3.168	3.595	4.178	4.586	5.084
3.498	4.157	5.035	5.171	6.061
3.474	3.938	4.522	4.698	5.529
3.663	3.243	3.881	3.915	4.483
2.600	2.982	3.170	3.508	4.084
3.510	4.205	4.517	4.904	5.699
4.514	4.879	5.313	5.412	6.068
3.849	4.250	5.038	4.689	6.197
3.835	3.896	5.093	5.007	5.795
41.499	45.916	54.038	54.581	65.522

even more striking.

average daily space filled by advertise-  
ment in 1888 was 25.10 columns, or 7779 columns  
the year; whereas for the year 1889 the daily  
space was 29.75 columns, or 9223 columns in  
aggregate, being a total gain over the pre-  
vious year of 1444 columns! And this, it must  
be remembered, consisted exclusively of the  
everyday business advertising, nothing  
of the way of tax sales, poll lists, election returns,  
or such as occasionally swell the business of  
political organs, being included in its patron-

proportion to the extent and high character  
circulation. The Star's advertising rates

rank with the very lowest in the country, to add, finally, that every statement herein can be abundantly verified. THE CIRCULATION OF THE PAPER IS SWORN TO BY THE PRESS AND CIRCULATION BOOMS AROUND TO THE PUBLIC, AND ITS BOOKS CAN BE INSPECTED BY ANY ONE HAVING INTEREST IN THEIR EXAMINATION.